

A computer implemented method of and apparatus for collecting and managing detailed data related to an Internet Service Provider's (ISP) operational environment and customer web browsing habits within an E-Business customer relationship management system. Data is organized within a database system in accordance with a logical data model comprising a plurality of entities and relationships defining the manner in which information related to the Internet Service Provider's (ISP) operational environment and customer web browsing habits is stored and organized within the database system. The logical data model may include entities, attributes and relationships defining the organization of information relating to the ISP's billing plans and services; types of services provided by the ISP; the ISP's communication facilities and components; the ISP's customer account representatives; customer billing plans; customer revenue from bills and service; subscribers to the ISP; and the ISP's customers' sessions.